



The **sweepstakes** drew attention to Insuresoft as a new company with an increasingly **strong identity** of its own linked to the **Diamond System**.

## Solutions

Having recently completed the Insuresoft website and Diamond System product tour, TribeAgency was well prepared to further develop Insuresoft's communication strategy through a direct mail piece. Insuresoft was looking for a way to tie the direct mailer in to the upcoming IASA (Insurance Accounting & Systems Association) conference. Seizing the opportunity to make a huge impact on Insuresoft's most likely prospects, and also to build buzz for Insuresoft at the conference, TribeAgency suggested a dramatic deviation from the traditional direct mail piece.

The idea of a diamond giveaway immediately stood out from TribeAgency internal brainstorming and concepting meetings, since building on the name recognition of the Diamond product was a key strategy. Insuresoft jumped at the idea, choosing an 18k white gold and diamond pendant as the sweepstakes prize. TribeAgency developed a unique website for the Diamond Sweepstakes, which allowed entrants to register online and learn more about Insuresoft and the IASA conference.

TribeAgency designed a direct mail piece using the theme of the diamond as inspiration. A custom imprinted USB key fob drive loaded with an interactive Diamond tour was nestled inside of a silver jewelry box. The jewelry box was attached to a card, which built up intrigue about the contents of the box and provided details about Insuresoft and the sweepstakes on the back. The direct mail piece encouraged recipients to insert the USB drive into their computers and take the Diamond tour. The Diamond tour also provided users with a direct link to the online sweepstakes portal.



## Results

The Diamond Sweepstakes direct mailer was sent to a select number of Insuresoft's prospects, creating excitement for Insuresoft within the tight-knit community of insurance professionals. In combination with a successful reception at the IASA conference, the sweepstakes helped draw attention to Insuresoft as a new company with an increasingly strong identity of its own linked to the Diamond System.



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